



2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

The mission of Rogers State University Public Television is to support our university, community, and state by enhancing and creating opportunities to learn and succeed. We achieve this by providing informative, entertaining programs that foster greater understanding of our humanity and natural world.

LOCAL VALUE

RSUTV is a valuable resource for Tulsa and Northeast Oklahoma.

The only public television station licensed to a university in Oklahoma, RSUTV provides programming on three channels. 35.1 offers high quality information and entertainment. 35.2 is our Distance Learning Channel with college courses on video. 35.3 is FNX First Nations Experience and Native American and world indigenous content.

2023 KEY SERVICES

From July 2022 through June 2023, RSUTV provided key services for:

Community – RSUTV interviewed local leaders on current events. Education – We offered college scholarships through innovative programs and focused on workforce development with resources for adults. Arts and Culture – RSUTV supported Native American heritage with artist profiles and opened our studio to showcase local musicians.

LOCAL IMPACT

RSUTV's local impact is far reaching.

Our broadcast signal reaches 24 counties in northeastern Oklahoma with approximately 1.2 million households. Our local impact encompasses the Tulsa metro to rural counties with predominantly Native American populations and all levels of the economic spectrum. This makes our commitment to educational programming that enhances quality of life for all viewers. even more impactful.



2023 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

RSUTV is committed to enriching the lives of our viewers and the communities where they live. We are increasing our investment in acquired programming that is most important to our supporters and broad audience, in the key areas of arts and culture, cooking, gardening, history, science, travel, and world events.

We are expanding our educational focus with more broadcast and online content for high school students enrolled in concurrent college courses. RSUTV is also responding to a residual effect of the pandemic. More traditional and contemporary college students are seeking the convenience of online learning. RSUTV is collaborating with university faculty, high school educators, businesses, and workforce development agencies to meet the demand with the enhancement of video content. This approach dates back to our launch as a station in 1987, when the first broadcasts included what were called telecourses. We are striving to bridge the broadcast – digital gap and provide an educational resource geared to different learning styles.

We are also striving to engage our youth with partnerships to provide college scholarships through competition programs that award academic and creative excellence. RSUTV, with generous support from the Grand River Dam Authority, Gerald H. Westby, Jr. Foundation, and RCB Bank, hosted Season 12 of academic quiz show *I Want Answers*. We also began production on *Food Fight – A Student Competition*. Hosted and sponsored by ONEGas, this new reality-style cooking show invites high school teams the chance to win scholarships by showing off their cooking skills.

RSUTV has a long record of producing award-winning documentaries and series highlighting Oklahoma history, culture, and creativity. New this year, a surprising documentary exploring the direct-to-home video industry, and how it got its start with horror films produced in Tulsa. Looking ahead, the nostalgic appeal of Route 66 will take center stage in 2026 when the nation will observe the highway's 100th anniversary. We are already working on Oklahoma stories tied to this treasure, which coincides with an even bigger historic milestone - the 250th anniversary of the signing of the Declaration of Independence.

RSUTV celebrates the United States' independence, excellence, and diversity every day. We are committed to our diverse audience and providing programming that reflects those we serve. We will continue to work closely with Oklahoma Tribal Nations, and the citizens who make up almost 10% of the state population to honor and respect Native history and culture. RSUTV recognizes the importance of all voices in our community – Black, Asian, Hispanic, Latino – and we strive to represent all who call northeast Oklahoma their home.

Thank you for watching RSUTV. We are grateful for your support and work to earn it every day.

PERSPECTIVES WITH SAM JONES

Our long-running community affairs program, *Perspectives with Sam Jones*, addressed critical issues including the Tulsa area's homeless population, resources for seniors and family caregivers, and initiatives to support youth in crisis. *Perspectives* also highlighted arts and entertainment talent and activities with guests from the Tulsa Youth Symphony Orchestra, Theater Tulsa, Red Dirt Relief Fund and many other organizations. Rogers State University faculty shared their expertise on topics including cybersecurity, healthcare, and emerging careers.

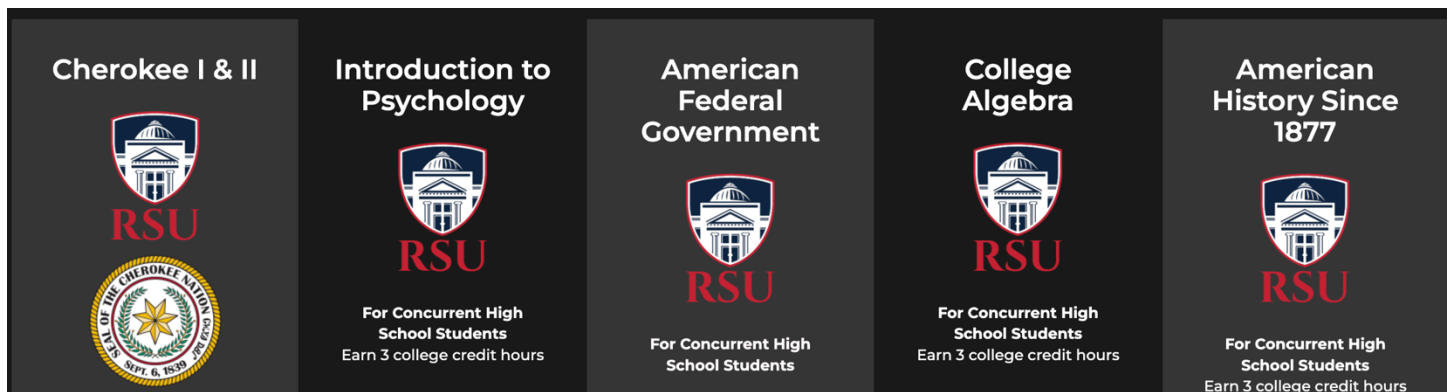




2023 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

DISTANCE LEARNING CHANNEL

RSU faculty also taught College Algebra, American History, Cinema, and other subjects on our Distance Learning Channel. DLC was established in partnership with the Cherokee Nation to broadcast concurrent high school courses for students in rural areas, and those without access to high-speed internet. This enables students to enroll as a concurrent student and save money on a college education and start earning a college degree before graduating high school.



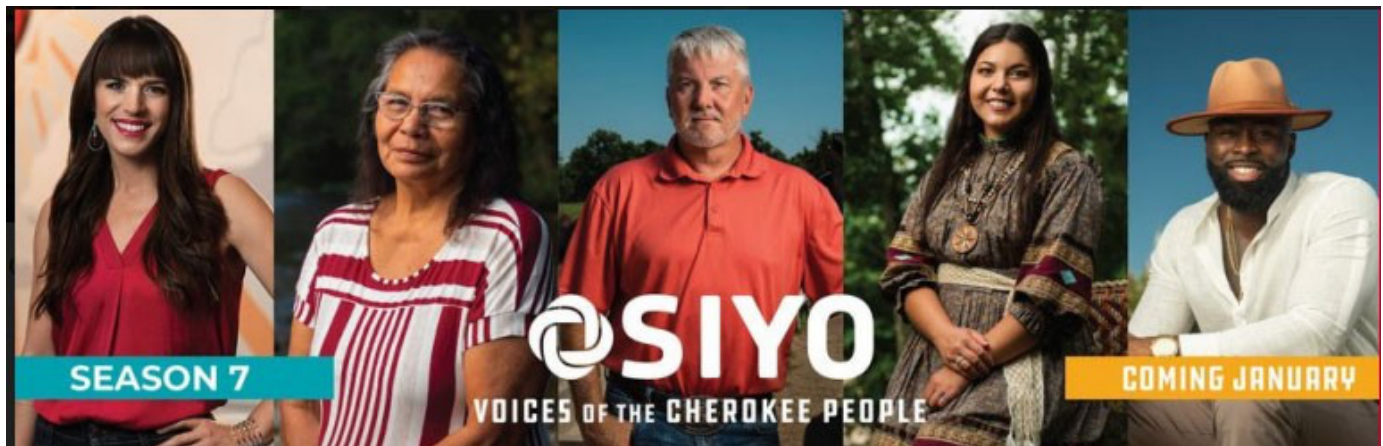
I WANT ANSWERS

I Want Answers is a local program produced by RSUTV that is the region's only academic game show for high school students. Sixteen academic teams from throughout our viewing area compete on the air for scholarships. First place in 2023 went to Wagoner High School and second place went to Inola High School.



OSIYO VOICES OF THE CHEROKEE PEOPLE

This groundbreaking series inviting you to discover the rich traditions and compelling modern advancements of the Cherokee people told through a documentary lens. The edutainment show features the people, places, history, language and culture of the Cherokee Nation, the largest federally recognized tribe in the US with more than 380,000 citizens. Cherokee culture comes alive through 30-minute episodes featuring topics like ceremonial turtle shell shakers, buffalo grass dolls and basket weaving. Come along for adventures as we present the exciting lives of Cherokee people today, taking you along with a U.S. Coast Guard helicopter pilot, scuba diving with wounded warriors, and traversing the wilderness in search of Cherokee Bigfoot. They are Cherokee stories, told by Cherokee people. This Emmy-winning documentary-style program has been on RSU Public TV since its inception in 2015.





2023 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

RSU TV STREAMING

RSUTV continues to engage the community with quality content across the digital divide. As more viewers choose streaming over cable and satellite, RSUTV is now available on Roku and FireStick. RSUTV can also be viewed online on our website rsu.tv.

SOCIAL MEDIA

Another convenient way to access RSUTV's educational content is through our social media. We host locally produced programs and college courses for students and lifelong learners on our YouTube Channel accessed easily through our website. There's no question passion for preserving the Cherokee language is high. These lessons received more than 100,000 views this past year.



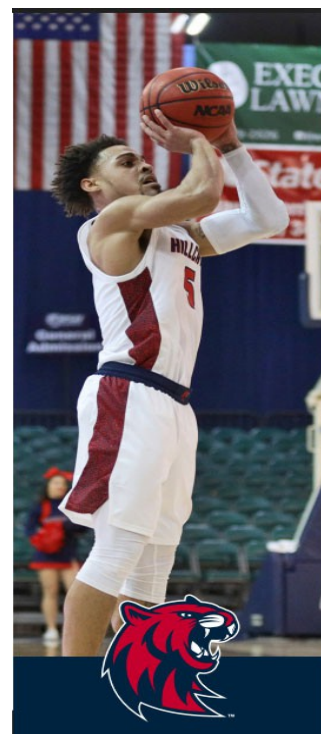
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As we all navigate the changing media landscape, RSUTV will remain true to its core mission which mirrors that of public television – to provide high quality, non-commercial programming that enriches our lives.

This enrichment may happen in small ways – learning a new recipe to try for dinner, and in more dramatic fashion – feeling joy or grief witnessing the true stories of creative and courageous people around the world.

As Oklahoma’s public media outlet on a university campus, we have an added emphasis on supporting the next generation. We value the talent of our student employees and we celebrate the success of each student who graduates.

We couldn’t do this without the support of our community partners, loyal members, and viewers. Thank you for being a part of RSUTV and we are excited to share exciting new developments in 2024!



RSU Public TV continues to support, its licensee, Rogers State University by broadcasting live game coverage of men and women’s Hillcat Basketball.

Students work on all studio production and help produce the student athlete profile interstitials that air during halftime. Due to this training many of the students, who have graduated in recent years, are employed in the local Tulsa media market in both commercial TV stations and production facilities.)

RSUTV will continue to fulfill our promise to the community. We will provide quality content that informs and inspires, and fosters engagement in community education, growth, and success